



**SCOTTSDALE PRIDE COMMISSION
GRANITE REEF SENIOR CENTER, ROOM 9
1700 N. GRANITE REEF RD.
SCOTTSDALE, AZ 85257
THURSDAY, FEBRUARY 5, 2009**

MINUTES

- Present:** Donna Hardin (Chair)
Douglas McFetters (Vice-Chair)
Carol Cerrito (arrived at 5:40 p.m.)
William Negrey
Rosanna Organ
Stephanie Rimmer
Donald Scott
Jodi Sorrell
Stewart Walowitz
Susan Wrubel
- Absent:** Vicki Carr
Jolyn Jones
- Staff:** Terry Erickson, Parks & Recreation Commission
Christy Hill, Citizen & Neighborhood Resources
Staci McCabe, Walter Cronkite School of Journalism at ASU

CALL TO ORDER

Chair Hardin called the Scottsdale Pride Committee regular meeting to order at 5:30 p.m.
Roll call confirmed the presence of Committee members as noted.

APPROVAL OF JANUARY 8, 2009 MINUTES

Commissioner Wrubel requested that "Smelly, Stink, Smoke and Stuff" be replaced with "Stinkin', Smellin', Smokin' Stuff" in the 10th paragraph of page 1.

Vice-Chair McFetters requested that "accomplishment" be replaced with "accomplishments" in the eighth paragraph of page 1 and that "advertising" be correctly spelled in the second

paragraph of page 2. He also requested that "supply" be changed to "supplies" in the fifth paragraph of page 4.

Ms. Hill asked that Leslie Hadad's name be corrected in the eleventh paragraph of page 2. "March 1-31, 2009" should be changed to "March 1-May 31, 2009" in the eighth paragraph of page 4.

COMMISSIONER RIMMER MOVED TO APPROVE THE REGULAR MEETING MINUTES OF THE JANUARY 8, 2009 MEETING MINUTES AS AMENDED. COMMISSIONER NEGREY SECONDED THE MOTION, WHICH CARRIED BY A VOTE OF NINE (9) TO ZERO (0). COMMISSIONER CERRITO ARRIVED LATER AND COMMISSIONERS CARR AND JONES WERE ABSENT.

1. KEEP AN EYE ON YOUR PARKS PROGRAM

Chair Hardin introduced Staci McCabe as a student from the Walter Cronkite School of Journalism at ASU who was attending the meeting to gather research for a class project.

She announced that Terry Erickson from the Parks and Recreation Department would be presenting information about the Keep an Eye on Your Parks watch program.

Ms. Erickson stated that she had worked for the City for 34 years and her claim to fame was the Mighty Mud Mania event. She explained that when she became the coordinator of neighborhood parks she realized that 27 of the parks had no staff other than the maintenance crew and decided to initiate the Keep an Eye on Your Parks program.

Ms. Erickson distributed brochures along with Litter Hotline business cards, elaborating that she invites neighboring families to inspect the parks and report repairs or problems to the Parks and Recreation Department.

She pointed out that the Parks and Recreation Department was not responsible for the upkeep of Pride Park and Ms. Hill stated that the maintenance is contracted out and the park is considered a right-of-way since it does not have an address. It is located on the southeast corner one block south of Palm Lane and Hayden Road.

Ms. Erickson reported that she has erected signs at all of the parks that say "If you see maintenance concerns call 480-312-2771" and agreed to post a sign at Pride Park. This phone number's voice message says, "This is the Keep an Eye on Your Park line and if you have an issue let us know and if it's urgent you can either call the police or Ms. Erickson."

Ms. Hill suggested supplying information about the Keep an Eye on Your Parks program and Litter Hotline at the Commission's table at the upcoming Arbor Day event. Commissioner Rimmer opined that keeping City parks clean fits within the Commission's charter and suggested distributing literature about both programs at all of its events.

In response to Commissioner Rimmer's inquiry regarding who currently promotes the program, Ms. Erickson stated that she promotes the program at all of the City of Scottsdale events such as the Fishing Expo and Fit City as well as making the information available at all community centers. Ms. Hill explained that the Commission's main concern regarding Pride Park was vandalism of the trees.

Ms. Erickson agreed to find out whether Pride Park could be added to the Keep an Eye on Your Parks watch program's list of parks for monitoring as well as being added to all literature.

She suggested contacting the neighbors to ask them to participate in the program in order to hopefully eliminate the vandalism. Ms. Hill recommended distributing bags of information in the neighborhood that include a map of Pride Park, a flyer about the watch program, and a Litter Hotline magnet.

Commissioner Rimmer suggested providing the same information to all citywide cleanup event participants and adding a link to the City's website. Ms. Hill stated that the information could be made available on a table at the neighborhood resource centers where the participants pick up their cleaning supplies. She added that information about both programs was included in all of the Park and Recreation Department brochures.

Discussion ensued regarding promoting the programs through Cityline as well as mailing information to the Adopt-A-Road group leaders and homeowner associations.

2. CIGARETTE BUTT ART CONTEST

Commissioner Wrubel reported that she confirmed with Leslie Hadad who is in charge of the Imagine Nation section of the Scottsdale Arts Festival that the Commission would have a 10 x 10 covered tent to display art entries, as well as four tables for the children to prepare their entries. There would not be any drop off sites because the Center for the Arts is under construction. She presented sign-up sheets, suggesting that volunteers staff four-hour shifts at the event scheduled for March 20-22, 2009. Commissioner Walowitz suggested contacting the fraternity regarding volunteering at the event.

Commissioner Wrubel has prepared a list of possible prize donations and asked the Commissioners to contact her with contacts and/or prizes for first, second, and third place and honorable mentions. She showed colored rope and clothes pins that she purchased to hang the artwork.

Commissioner Wrubel announced that Ms. Hadad prepared the following story which was approved by City Council to be displayed on an A-frame in front of the booth:

Bert the Beetle Kicks Cigarette Butts:

"What are you thinking," Bert asks the masses.
You've dumped cigarette butts all over my grasses.
My living room currently has got nine or ten.
I cleaned five from my bedroom, now there's more there again.
I'm mad as a hornet, so here's the buzz.
Folks need to be thinking about what litter does.
It ruins my home, which makes me quite mad.
It makes creatures of nature feel creepy and sad.
So, keep your butts in your cars, just go on your way.
Stop back for a visit on that really great day
When you've come to your senses, I believe that you will.
And you'll apologize to all who you've helped to make ill.
You'll say, 'Old Bert Beetle, he wants us around.
Now that we've stopped putting our butts on his ground.'"

Discussion ensued regarding obtaining the Bert the Beetle illustration where he kicks a cigarette butt to add to a flyer and Ms. Hill agreed to make copies of the flyer for distribution. Commissioner Walowitz suggested listing 3:00 as the time to award the prizes on Sunday.

Commissioner Wrubel requested that someone create a flyer emphasizing "Win a FREE Prize" to promote the art contest and Commissioner Rimmer volunteered to take on the assignment. She recommended that the volunteer handling the 2:00 p.m. shift on Sunday take down all of the displayed entries since City staff handles the tables and chairs.

Commissioner Wrubel stated that the festival closes at 5:00 p.m. on Sunday and suggested that the judging occur between 12:00 and 3:00 p.m. She stated that Commissioner Organ agreed to line up judges from different organizations to judge the art entries as well as volunteering to be a judge on the Commission's behalf.

Discussion ensued regarding how much information should be supplied by the entrants if they are not required to be present to win and whether the School District would allow the winners' teachers to be contacted. Ms. Hill agreed to check with the Risk Management Department to find out whether the entrants must have an adult present or whether teachers could be notified about the winners.

Chair Hardin suggested discussing whether the Commission could set up in advance of the event and locating volunteers to set up and break down the tent.

Art Supplies:

Commissioner Rimmer reported that she asked Target for art supplies for the event and they agreed to provide donations in the range of approximately \$100-\$200, as long as the request was made on City letterhead. The Commission needs to figure out what supplies are needed for the event within the next six weeks.

Commissioner Wrubel suggested magic markers, colored pencils, glue, glitter, and scissors. She pointed out that Chair Hardin could provide the paper towels. Commissioner Rimmer recommended adding pencil sharpeners to the list and Chair Hardin volunteered to donate a case of 11 x 17 copy paper. Vice-Chair McFetters suggested adding a bucket of geometric shapes and eyeballs to the list.

In response to Commissioner Walowitz' inquiry regarding the number of anticipated participants, Commissioner Wrubel responded approximately 500 event attendees.

Chair Hardin suggested using the leftover art supplies for next year's event or donating them to the Parks and Recreation Department. Commissioner Rimmer suggested holding a craft meeting later in the year and Commissioner Wrubel recommending holding a craft event at Pride Park.

Prize Donations:

Vice-Chair McFetters volunteered to donate new pool toys and Commissioner Organ recalled that some of the Via Colori event artists agreed to donate prizes. Ms. Hill agreed to donate 10 "I Love Scottsdale" t-shirts and Wrubel suggested giving the t-shirts to the first 10 children who participate.

Chair Hardin recommended asking McDonald's for coupon booklets to give away at the event and Commissioner Rimmer agreed to prepare a letter requesting donations as long as staff emails her the City logo.

Vice-Chair McFetters suggested purchasing a couple of the Simon & Schuster's "Little Green Books" that promote youth awareness of environmental issues and foster positive attitudes and behaviors toward litter, waste, recycling, and beautification as honorable mention prizes.

Commissioner Rimmer recommended agendaizing the topic for the March meeting so she could compare prices before deciding to purchase the books. She opined that other prizes could include City coloring books on conserving water or the Fire Department, and Ms. Hill agreed to find out what was available.

Marketing Cleanup Events:

Ms. Hill noted that she would gather Keep America Beautiful information to hand out at the event. Commissioner Rimmer suggested providing a sign-up sheet available for people who are interested in participating in the cleanup events and Ms. Hill agreed to mail out information to anyone who signs up at the event.

Commissioner Walowitz recalled being contacted by the Advanced Counseling Center regarding supplying volunteers to participate in cleanup events and Ms. Hill explained that Rae Darden could help coordinate the volunteers to clean up the orphaned roads.

Commissioner Walowitz suggested that approaching Harkins Theatres to either run the same information used in 2008 or creating a new message to run in 2009. Ms. Hill agreed to agendaize a discussion on the topic for the March meeting.

3. THINK GREEN GRANT

Commissioner Scott explained that Don Cassano, the Community Affairs Director of Waste Management of Arizona informed him about the Think Green grant. He summarized that the Waste Management company has joined forces with Keep America Beautiful to encourage local solutions that showcase your environmental stewardship and community improvement efforts through grants from the Waste Management Charitable Foundation.

Grants will be awarded for programs that improve communities, increase local recycling, or expand public education related to recycling. A total of 15 grants of \$10,000 will be awarded to applicants who apply by November 11, 2009.

Commissioner Rimmer recalled previous Commission discussions to expand recycling programs by placing more recycling bins or butt urns in public shopping centers, especially since it dovetails onto the Cigarette Butts Campaign. She opined that cigarette butt urns would be a unique entry in the competition. Discussion ensued regarding cigarette butt urns not relating to waste management and not being considered green.

Commissioner Scott elaborated that the project concepts could include public education projects; collection systems at schools, homes, or retail establishments; community drop-off programs or expansion of existing curbside programs. They could also include a makeover of a park or a section of a neighborhood, downtown business area, or any community area; or a cleanup of an illegal dump site.

Commissioner Cerrito presented the following excerpt from a Virginia Beach Community Coalition article:

"According to public works officials, Virginia Beach exceeded its budget to clean storm drains by more than \$3,000,000, and cigarette butts were a significant component of these costs."

Vice-Chair McFetters argued that cigarette butts are a big deal and suggested that the Commission figure out a way to get more cigarette butt urns out in public places. Ms. Hill reminded the Commission to consider their 2009 goals along with the City's budget status. She stated that the grant funds could be used to augment some of the programs currently supported by the Commission such as Adopt-A-road signs and garbage bags.

Commissioner Negrey suggesting researching whether the junior high schools had recycling programs in place. Chair Hardin summarized the Commission's 2009 Main Goals designated at their last retreat and confirmed that the Adopt-A-Road and City Neighborhood Cleanup goals both have recycling listed.

Commissioner Rimmer explained that there was a second grant program where the applications are due on November 11th with grants being awarded on December 11th for projects completed by November 2010. Applicants are required to outline their goals, project description, partnerships, measurement process, budget, staffing, and how the project would be accomplished.

She reminded the Commission that there was a \$5,000 grant based upon a project an organization already has initiated. Ms. Hill suggested that the Commission think about who will handle the grant administration and tracking.

Commissioner Scott pointed out that the grant opportunity was only open to official KAB affiliates and opined that the funding would be paid by Waste Management to KAB who would then transfer the funds to the affiliate. He suggested that the Commission submit questions to Ms. Hill so she can organize a list of questions to be researched for discussion at the April meeting.

Chair Hardin directed Commissioner Scott to prepare a bullet point list of criteria for the \$10,000.00 grant and submit it to Ms. Hill to forward it to the Commissioners so they can prepare their questions.

Discussion ensued regarding submitting the Commission's current cigarette butts art contest project for the \$5,000 grant incorporating Waste Management as a sponsor. Chair Hardin opined that the Commission should track and record the art contest.

4. KAB (KEEP AMERICA BEAUTIFUL LIAISON REPORT)

Commissioner Cerrito reported that KAB printed a large article from the City of Phoenix about a group of 75 people who cleaned up the Pueblo Grand Museum. She presented a Proclamation suggesting that the Commission ask the Mayor to designate another cigarette litter prevention month.

Ms. Cerrito also presented three different flyers that could be printed in color and distributed at the art contest:

1. Cigarette Litter and the Environment—cigarette butts are not biodegradable, they create blight, and are harmful to waterways and wildlife.
2. The Costs of Cigarette Litter—residents and businesses pick up the tab and community and quality of life suffers.
3. Cigarette Littering Misconceptions—a 2008 survey of over 1,000 smokers found that 35% toss five or more cigarette butts per pack onto the ground and they don't believe they are littering.

Commissioner Cerrito suggested taking a lot of photos for submission with an article to KAB about the Commission's art contest at the Scottsdale Arts Festival. Rob Millar is listed online as the KAB affiliate contact for the Scottsdale Pride Commission.

5. STAFF AND COMMISSION UPDATES

Ms. Hill reported that the Parks and Recreation Department has invited the Commission to attend an Arbor Day Event scheduled for 10:00 a.m. on April 2, 2009 at Eldorado Park where the Mayor will make a proclamation regarding the Tree City USA Award received by the City of Scottsdale.

She explained that Sandy Hlebaen was unable to plant daisies at Pride Park but was able to locate a median adjacent to the park on 80th Street and Elm where the Commission could plant wildflowers in the fall.

Ms. Hill stated that Ms. Hlebaen also agreed to schedule an Earth Day event for 9:00 a.m. on April 16, 2009 at Pride Park where the Commission could plant a tree. This event was listed on the Commission's Great American Cleanup Event Calendar.

Ms. Hill reported that she was working with CAPA on marketing the 2009 Keep Scottsdale Beautiful event through Please Hold, the City newsletter, and the water bill.

She announced that Rae Darden's Adopt-A-Road update for December and January lists Jackson Financial, Scottsdale Foothills Rotary, and an individual family as new adoptees who completed nine cleanups of 12 miles of roadway within two months.

Ms. Hill reported that Keep America Beautiful sent the Commission a box of 2009 calendars illustrated by children for distribution at the art festival along with a poster that could be copied with the event information at the bottom.

The City website links are being updated with accurate registration information and a tracking mechanism for the Adopt-A-Road cleanups.

Ms. Hill reported that the Commission's current budget balance was \$670 and noted that she had to pay a \$300 fee when updating their KAB affiliate network website.

6. OPEN CALL TO THE PUBLIC (A.R.S. 38-431.02)

No members of the public wished to address the Commission.

ADJOURNMENT

With no further business to discuss, the meeting adjourned at 6:56 p.m.

Respectfully submitted,
AV Tronics, Inc. DBA AVTranz